Abstract

An activity intelligence system includes a channel of a communication, such as a packetized communications network, for example, the Internet. The communication includes data about which activity intelligence is desired. The system includes an

5   interceptor for accessing particular desired data of the communication. A mapper of the system indexes the data so intercepted. A processor of the system performs an operation with the data. The operation can include any of a wide variety of possibilities, such as HTML content analysis, flag generation and response, statistical and business functions, and others. Conventional, customized or other applications can operate on and with the

10   data for determining desired activity intelligence.